

# YOUR DENTAL IMPLANT HANDBOOK

The First Steps in Becoming Mildly  
Competent in Dental Implantology



ANKUR GUPTA, DDS





## WELCOME!

This seminar covers a variety of topics designed to improve or prepare your dental practice for dental implant services. You will find practical, implementable, step-by-step strategies to learn how to avoid the failures, achieve the successes and *be better*.

Thank you for your time and participation in this seminar. I welcome and encourage you to continue the conversation with me at the contact information below.

Regards,

**Ankur Gupta, DDS**

734.972.8936

[dr Gupta@northridgevillefamilydentistry.com](mailto:dr Gupta@northridgevillefamilydentistry.com)

[www.bebetterseminars.com](http://www.bebetterseminars.com)

 [facebook.com/emailankur](https://facebook.com/emailankur)

 [@bebetterseminars](https://www.instagram.com/bebetterseminars)



**Copyright © Ankur Gupta, DDS**  
**BeBetter Seminars**

This material has been researched and prepared by Ankur Gupta DDS / BeBetter Seminars. Please do not share or reprint without express consent.

Thank you.

# CONTENTS

---

<b>SURGERY</b>	<b>3</b>
<b>RESTORATION</b>	<b>7</b>
<b>DENTAL IMPLANT TERMINOLOGY</b>	<b>8</b>
<b>IMPLANT MAINTENANCE PROTOCOL</b>	<b>12</b>

<b>SUPPLEMENTAL MATERIALS</b>	<b>13</b>
-------------------------------	-----------

---

<b>SAMPLE FORMS</b>	<b>14</b>
◦ CONSENT	
◦ POST-OP	
◦ MAINTENANCE	

<b>THE EXTRAORDINARY NEW PATIENT EXPERIENCE:</b>	<b>19</b>
--	-----------

CASE PRESENTATION HANDBOOK

# SURGERY

---



## Equipment and Supplies needed for your *first* case:

### EQUIPMENT

- ☐ Radiography: Pan and PA
- ☐ Aseptic Set-up: \$30 (Salvin Dental)
- ☐ Surgical handpiece w/ motor & fiber-optics: \$3000
- ☐ Surgical kit: \$3500
- ☐ ISQ: \$2000

### SUPPLIES

- ☐ The implant: \$200
- ☐ Healing cap: \$49
- ☐ Transfer coping: \$49
- ☐ Analog: \$22



## Helpful numbers in determining return on investment

- **Ballpark charge (by the dentist) for implant procedure**
  - Bone graft: \$325
  - Surgical placement of the implant (D6010): \$1500
  - Abutment and crown: \$1800
  - Denture supported by 4 implants and locators/MegRyn: \$8500
- **Lab fees**
  - Stock abutment and crown
  - Custom abutment and crown
  - Screw retained crown
  - Screw-mentable crown

### EVENTUAL EQUIPMENT INVESTMENTS

- CBCT
- Centrifuge
- Diode laser
- Dentin grinder
- Digital scanner
- AirClean





## Checklist at the time of treatment acceptance

- ☐ Consent form (sample form is attached)
- ☐ Pre-op antibiotics (4 tabs Clindamycin 150mg PO 1hr before appt)
- ☐ Post-op and maintenance form (sample is attached)
- ☐ StellaLife 3-in-1 kit
- ☐ **If surgical guide is needed:** CT w/ radiopaque impression
- ☐ **If interim denture is needed:** Upper and lower impressions, bite, shade



## Checklist on day of surgery

### ROOM SETUP

- ☐ Wear gloves that have been run through autoclave
- ☐ Place surgical draping over implant cart, back counter top, small rack below restorative tray, implant handpiece, and small plastic handpiece holder should be autoclaved together
- ☐ Set implant motor to 1000 RPM, then place blue tape over keypad
- ☐ Place blue tape over X-ray keypad
- ☐ Choose implant size, remove from box, and place it on surgical draping
- ☐ Place all other items (suction, A/W, gauze, etc) onto underside of cassette lid
- ☐ **Do not use plastic tray**
- ☐ Open implant surgery drill kit, and place next to cassette
- ☐ Open and set up surgical blade and suture

### PATIENT SETUP

- ☐ Take a CT Scan (if we don't already have one)
- ☐ Have pt sign consent form
- ☐ Have pt wear surgical gown
- ☐ Have pt wear safety glasses
- ☐ Have pt rinse w/ CHX
- ☐ Have pt take a pre-op antibiotic, if they haven't already
- ☐ **Using autoclaved gloves,** get patient numb
- ☐ Open implant surgery drill kit, and place next to cassette
- ☐ Open and set up surgical blade and suture

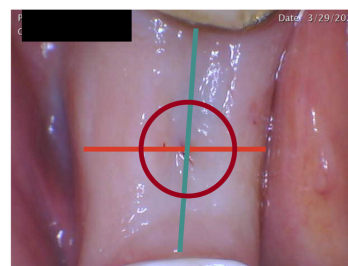
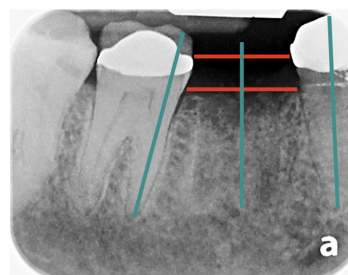
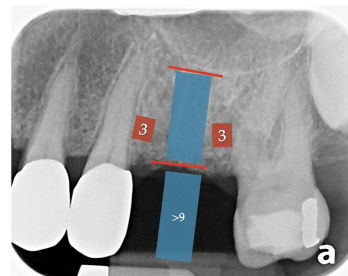
### OPERATOR SETUP

- ☐ Both Dentist and Assistant must thoroughly wash hands
- ☐ Wear surgical gown and mask
- ☐ Assisted placement of sterile gloves
- ☐ Begin procedure



## Rules for implant placement, distance, and angulation

- Distance to adjacent roots: >3mm
- Platform depth: bony crest
- Crown to Implant Ratio: <1 to 1
- Maxillary Sinus: 0mm
- IAN: >3mm
- Distance from crest to occlusion:
  - For screw retained: >7mm
  - For abutment retained >9mm
- Molar Implant: > 4.0mm
- Midpoint between interproximal heights of contour of adjacent teeth
- Midpoint between interproximal gingival margins of adjacent teeth
- Bucco-lingual midpoint of the alveolar crest
- Centered w/ central groove of eventual restoration
- As close as possible to the parallel midpoint of adjacent roots



## Potential anatomical stressors

- If any of the above rules contradict one another
- If, by following the above rules, the eventual center of the restored crown lacks balanced occlusion
- Maxillary sinus
- Inferior Alveolar nerve
- Maxillary buccal concavity
- Mandibular lingual concavity

## NOTES

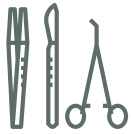
---



---



---



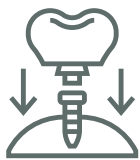
## Bone Graft and Membrane Selection

### BONE

- Cortical, Mineralized Allograft (looks like sand), mixed w/ anesthetic, saline, or blood
- Cortical, Mineralized Allograft mixed with centrifuged PPP (sticky bone), very workable
- Foundation (looks like an earplug), easiest

### TISSUE / MEMBRANE

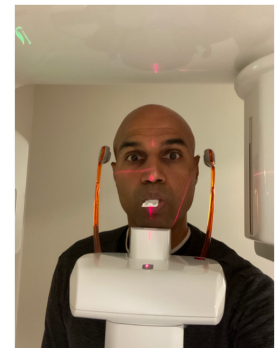
- Helpful article for decision making:
  - <https://tinyurl.com/dental-decision>
- Easiest membranes to work with:
  - BioXclude: Human Amnion Chorion Allograft
  - PRF: centrifuged blood (looks like real gingiva)



## Benefits of a surgical guide

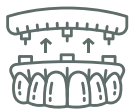
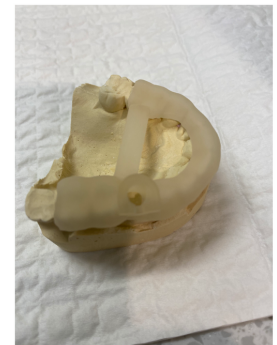
Lab tech helps determine

- Size of implant
- Angulation
- Distance from other teeth/roots
- Distance from anatomical complications
- Best position for final restoration



Fabrication of Surgical Guide and Pre-made temporary abutment/crown

- Decide that an implant needs to be placed
- Take an impression w/ a special radiopaque tray
- Keep the impression and tray in the mouth, and walk the patient over to take a CT
- Send the CT DICOM file, along with the impression, to your digital implant lab



## Rules for implant retained denture

- Implants can diverge, but no more than 14 degrees
- Expect rocking if only using 2 implants in an arch
- Ideally, implants should be placed 10mm apart
- In nearly 100% of cases, 4 implants/arch is enough
- When bone width is a concern, consider an o-ball mini implant
  - O-balls give no flexibility if abutment needs to be adjusted
- For partial dentures, do not place the implant too close to adjacent tooth, especially when the proximal surface creates an overhang

## Difference between abutment retained and screw-retained implants

## SCREWMENTABLE

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• When there is limited occlusal room</li> <li>• Easy to retrieve</li> <li>• Minimal peri-implantitis risk</li> <li>• Difficult when contacts are tight</li> <li>• Less esthetic</li> </ul> | <ul style="list-style-type: none"> <li>• Higher potential for peri-implantitis</li> <li>• More esthetic</li> <li>• Bruxers will damage the crown, not the implant or internal screw</li> </ul> | <ul style="list-style-type: none"> <li>• Less esthetic</li> <li>• No problem when contacts are tight</li> <li>• Bruxers will damage crown, not implant or internal screw</li> <li>• Minimal peri-implantitis risk</li> </ul> |
|--|--|--|

[illegible]

# DENTAL IMPLANT TERMINOLOGY



## Surgery Terminology

### Dental Implant

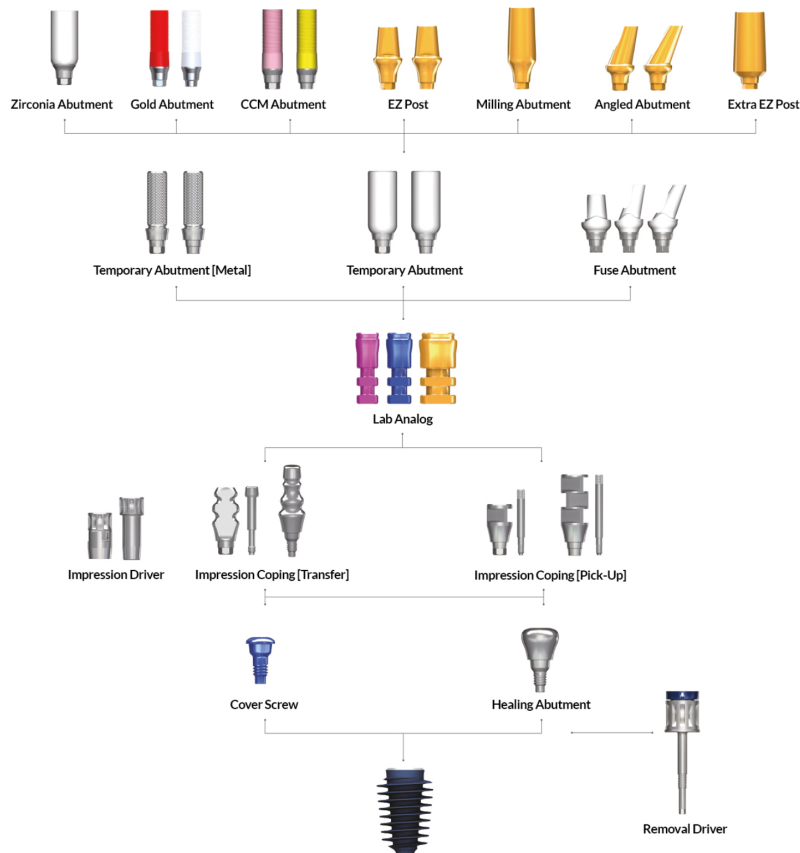
Also called a "fixture;" the big screw that is surgically placed into the bone

### Cover Screw

The tiny screw (usually comes with implant) that is placed over the implant at time of surgery

### Healing Cap (or Healing Abutment)

A tiny screw with a larger head; usually placed after the implant has integrated





## Impression Terminology

### **Impression coping (or Transfer Coping, or Transfer Abutment)**

The thing that gets screwed into the implant at time of impression for a final restoration. It can be either a(n):

- **Open Tray Coping/Abutment**

Where the shape of it has a lot more 90 degree sharp angles. You will need to drill a hole in your tray.

- **Closed Tray Coping/Abutment**

Where the shape has softer/tapered angles. You won't need to modify the tray

### **Analog**

usually colored, and about the size of the original implant. It has internal screws so that the impression coping can screw into it. This will be the actual replica of the implant inside a poured model.



## Permanent Restoration Terminology

### **Restoration Abutment**

The abutment that gets screwed into the implant. It looks like a prepped crown.

- **Stock Abutment**

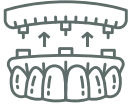
this abutment is used when the placement and angulation of the implant is perfect

- **Custom Abutment**

Used when the lab has to make significant modifications to the angle, shape

- **TiBase Abutment**

Used when your dental office already has a CAD/CAM machine and can fabricate an in-office crown



## Implant Retained Denture Restoration Terminology

### Locator

The “trailer hitch” that gets screwed into the implant and comes out of the gums to anchor a denture

### Cuff Height

The length of the locator, allowing it to emerge appropriately from the gums (not too long or short)

### Metal Housing

This contains a processing cap and snaps into the locator in the mouth at the time of seating the denture. It then gets picked up (with hard reline) into the denture to stay permanently.

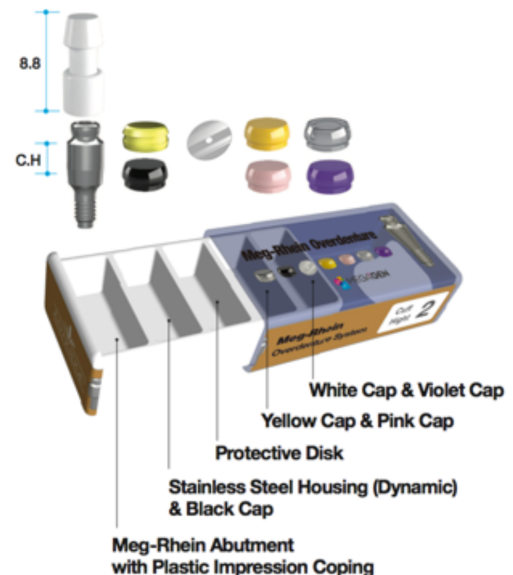
### Retention Caps

The original retention cap is usually black and already inside the metal housing. It has poor retention, and its purpose is to aid in the initial seating/pickup of the implant retained denture. After that, depending on the company, you will have a variety of retention caps to choose from with various retention.

### Block Out Disk

When too much of the implant body is showing, these disks block out hard reline material from oozing into the undercuts of the implant at the time of seating/pickup. Often a small piece of rubber dam can be used.

## COMPLETE EASY PACKING





## Other Terms that are Confusing

### Screw Driver (or Hand Driver)

Use this one to place/remove *healing caps*, *cover screws*, *impression copings*, **some**\* *locators*, *permanent crown abutments*, *permanent screw-retained crowns*.



Hand Driver  
(1.2 Hex)

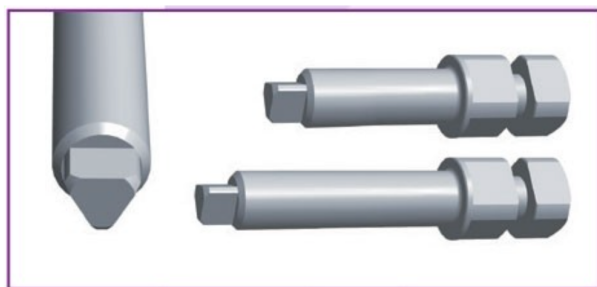
### Implant Driver

This is usually found in the surgical cassette. Generally, there is a *handpiece* driver and a *torque wrench* driver. These are used to actually surgically place the implant into the bone.



### Locator Driver

These often look like a normal screwdriver, only the end is wide and triangular. These are used to place most locators into the implant.





# IMPLANT MAINTENANCE PROTOCOL

---

## **Absence of periodontal disease, mild gingivitis. Diagnosis: Healthy gums**

D1110, prophy

D1208, topical fluoride (increase frequency when caries risk is high)

6 month recall

## **Absence of periodontal disease, generalized gingivitis. Diagnosis: Gingivitis**

D4346, gingival therapy once a year

D1110, prophy, at subsequent visits

D1208, topical fluoride (increase frequency when caries risk is high)

D4921, irrigation with iodine (at every visit, not just D4346)

3-4 mo recall for a full year using D1110. Repeat D4346 in a year if issue has not resolved

*This code requires a narrative*

## **Presence of mild/moderate localized periodontal disease. Diagnosis: 1-3 Perio disease**

Button P3, DSRP (this includes irrigation, we increased the fee to cover this)

D1208, topical fluoride as needed based on caries risk

3-4 mo recall, D4910 perio maintenance

Recommend StellaLife bottle, D9992, \$25

## **Presence of moderate to severe generalized periodontal disease. Diagnosis: 4+ Perio disease**

Button P4, DSRP (this includes irrigation, we increased the fee to cover this)

D1208 topical fluoride as needed based on caries risk

3 mo recall, D4910 perio maintenance

Recommend StellaLife bottle, D9992, \$25

## **Any of the above, in the presence of a healthy dental implant**

D6080, implant maintenance (\$25 for 1-3 implants, \$50 for 4+ implants)

D0220, PA x-ray

Repeat this every 12 months

You will irrigate w/ iodine

*This code requires a narrative*

## **Any of the above, with perio around the implant**

Button xxPIM code, which includes D6081, D0220, and D4921, D9992

3 mo recall, same code, until per-implantitis starts to resolve

*This code requires a narrative*

## **Any of the above, where gums don't seem to respond to treatment**

Offer PerioProtect (fee is \$800)

Schedule with the DDS, who will use laser therapy in the affected area

The code for this is 4910 (perio maintenance)

*Insurance will not cover this extra perio maintenance procedure*

### NOTES

- When you offer StellaLife, MI Paste, Plaque HD, PerioProtect tubes, the code is D9992, and it is \$25
- Iodine irrigation is preferable over CHX. Only use CHX on patients with thyroid issues, or shellfish allergy

YOUR DENTAL IMPLANT HANDBOOK

# SUPPLEMENTAL MATERIALS

## **Sample Forms**

- Consent
- Post-Op
- Maintenance

## **The Extraordinary New Patient Experience**

Case Presentation Handbook

## CONSENT FOR THE PLACEMENT OF DENTAL IMPLANTS

**Purpose of implant therapy:** I have been informed that the purpose of the dental implant is to provide support for a crown, a fixed bridge, or a removable denture.

**Alternative treatment:** I have been informed that alternatives to implants exist, and those have been explained to me. I have considered these methods, but desire dental implant therapy.

**Surgical procedure:** I am aware the dental implant therapy often requires surgical reflection of the gum tissue, preparation of the underlying bone, and inserting the implant into the jaw bone.

**Surgical risks:** Risks associated with this surgery include, but are not limited to, post-surgical infection, bleeding, swelling, pain, facial discoloring, perforation of the upper jaw sinus, or nasal cavity, numbness of the lip, tongue, teeth, or chin, jaw joint injuries, muscle spasms, bone fractures, and slow healing. It is possible, though unlikely, that the implant unsuccessfully integrates within the bone.

**Prosthetic risks:** Once the implant is integrated within the bone, angulation and placement of the implant may not provide for ideal contours and function of the restored tooth, and of its surrounding gums. Gum recession, which is common with age, and with excessive toothbrush abrasion, may result in visual exposure of the implant body.

**Warranty/Guarantee:** No guarantee can be made for patients who smoke or have uncontrolled diabetes. It is anticipated that the implant(s) will be permanently retained, and will provide reasonable restorative/prosthetic function and esthetics. However, because every case is unique, and because the practice of dentistry is not an exact science, long-term success simply cannot be promised. North Ridgeville Family Dentistry will replace any implant that fails within the first year for all patients who do not smoke, have uncontrolled diabetes, and follow up with the recommended maintenance.

**Unforeseen conditions:** During treatment, unknown conditions may modify or change the original treatment plan. I, therefore, consent to such additional or alternative procedures as may be required in the best judgment of the treating dentist.

**Compliance with self-care instructions:** I agree to follow the post-surgical instructions provided. It is my responsibility to make follow-up appointments for extra evaluations/adjustments.

**Supplemental records and their use:** I consent to photography, video, and radiographs of my oral structures, for their educational use in lectures or publications, provided that my identity is not revealed.

*My endorsement of this form (signature) indicates that I have read and fully understand the terms and words within this document and the explanations referred to or implied. I give my consent for the performance of any and all procedures related to the placement of dental implant(s) as presented to me.*

---

Signature

Date

Printed Name

*I have been given the opportunity to ask questions about this procedure, and am satisfied with the answers.*

---

Signature

Date

Printed Name

## DENTAL SURGERY: WHAT TO EXPECT

Carefully reading and following these instructions will ensure smooth and easy healing.

*If you have extreme pain and/or swelling which can not be controlled with your prescribed medications, please call our office immediately.*

**Exercise** - Limit strenuous activity during the first 3 days to avoid postoperative bleeding and discomfort. Smoking - AVOID SMOKING COMPLETELY, as it tends to delay healing and interfere with regeneration.

**Stitches** - If sutures have been placed following surgery, they will dissolve 1-2 weeks after surgery. Some sutures may become loose and fall out prematurely. This will not pose any problem and may be ignored.

**Diet** - Nutritious diet during the healing period is very important. You may start eating as soon as numbness wears off and bleeding stops. Your first meal can ideally be a cold protein shake containing banana, cocoa powder, creamy peanut/almond butter, spinach, and non-dairy milk. (See recipe for details.) This will reduce inflammation and promote healing.

Avoid strawberry, kiwi, and other seeded fruit as their seeds may trap in the wound and cause infection. A few hours after bleeding stops, begin drinking a lot of water and non-citrus juices. DO NOT USE STRAW. It may dislodge the blood clot and delay healing. Avoid drinking carbonated beverages completely for several weeks.

The day following surgery, start a soft nutritious diet rich in fruits and vegetables, especially green vegetables such as spinach, broccoli, kale, bok choy, collard greens, romaine lettuce, etc. You can eat these steamed, stir-fried, or blended in a smoothie. The more green vegetables you consume, the faster you will heal. In addition to green, any steamed or mashed vegetables will aid in the healing process.

Hot foods and drinks should be avoided. Also, avoid foods that are hard or crunchy. Remember, eating can prevent nausea sometimes associated with certain medications. (Please see recipes at the end for ideas.)

**Medication** - Your prescribed medications play an extremely important role in your healing. The purpose of these medications is to prevent infection and swelling and control pain. Please follow directions carefully and take them exactly as directed. This will ensure smooth healing and minimum pain. It is extremely important to complete the course, regardless of pain and/or swelling.

Do not assume the medication to be unnecessary if you do not have pain or swelling. Yogurt with active cultures or acidophilus should be taken while on antibiotics to prevent diarrhea. If you are given antibiotics and take birth control pills, you should be aware that the birth control may become ineffective, therefore take appropriate precautions. Please do not drink alcoholic beverages while taking prescription medication.

**Oral rinse and gel** - If you have been given an oral rinse, proper utilization will decrease swelling, pain, and promote faster healing. Rinse gently at least twice a day for 2 weeks after surgery.

The **StellaLife** oral gel can be used as a topical ointment to be placed directly onto the surgical site in your mouth. Please generously apply as much as needed to decrease pain and inflammation in the surgical area. Once healing is established, you can discontinue use of the oral gel.

**Oral Hygiene** - Good oral hygiene is essential to good healing. Do not rinse your mouth for at least 12 hours after surgery, as rinsing interferes with blood clotting and proper wound closure and healing. After 12 hours, start very gentle rinsing with warm salt water (1/2 teaspoon of salt in a cup of warm water). Do this at least 4- times a day, especially after meals. Proceed with your regular brushing and flossing after 12 hours, but stay away from the surgical site.

Remember, the surgical site should be left completely undisturbed during the first 2 weeks following surgery. Do not brush teeth immediately adjacent to the surgical site for several days. Allowing the tissues to rest undisturbed assists the healing process. Avoid vigorous chewing, excessive spitting, or aggressive rinsing. If you routinely use a Water Pik, avoid doing so during the healing phase. Initial healing may be delayed, active bleeding restarted, or infection introduced. After 2 weeks you may gently brush the surgical site.

**Bruising** - Discoloration of the facial skin, adjacent to the surgical site, rarely occurs. This may be due to age, medications (aspirin, Motrin, anticoagulants), and skin complexion. While cosmetically undesirable, this skin discoloration is harmless and will resolve over the next several days on its own, without any medical intervention.

**Limited Opening** - Any stiffness in the jaw muscles can be relieved by applying a warm moist towel to the affected side of the face. Chewing gum at intervals may also help relax the muscles.

**Fever** - There may be a slight elevation of temperature for the first 24 to 48 hours after surgery. If fever is present, it is extremely important to drink plenty of fluids. For fevers that exceed 101 degrees, please call the doctor especially if this fever is associated with limited opening. It is also appropriate to make sure that prescribed antibiotics are being taken correctly

**Bleeding** - Expect minor bleeding or oozing. If bleeding persists, it is best controlled by biting on gauze packs. These packs are best changed every 45 minutes until bleeding subsides. Keeping your head elevated and sitting upright help stop bleeding.

The most frequent cause of bleeding post-operatively is spitting or rinsing following surgery. PLEASE DO NOT RINSE OR SPIT FOR THE FIRST 12 HOURS FOLLOWING SURGERY. When you lie down keep your head elevated on a pillow. You may wish to place a towel on your pillowcase to avoid staining from any blood.

**Swelling** - Use anti-inflammatory medication (Motrin) to prevent and control post-operative swelling. Start taking this medication immediately following surgery. Swelling may also be controlled by the immediate application of ice packs for the first 36 hours following surgery. Ice packs should be applied to the outside of the face in intervals of 30 minutes on and 15 minutes off.

*If your surgery involved dental implants, please make an appointment with our office 1-2 months after the surgery, so that we can properly evaluate healing.*

# CARE FOR YOUR DENTAL IMPLANT

## AND IMPLANT RETAINED PROSTHETIC

At North Ridgeville Family Dentistry, we appreciate your trust, and genuinely believe that you have made the right decision for your long-term oral health. Dental implants have a much higher rate of success and patient satisfaction over other tooth replacement options.

There are, however, a few things you should know about your dental implant.

**It is made of titanium, zirconia, and/or porcelain.** This means that *it cannot decay*. This is great news if you are already prone to tooth decay.

**It is embedded within the bone of your upper or lower jaw, just like your tooth roots.** This means that, while the implant will not decay, *it is still susceptible to gum disease and periodontal disease*. This means that risk factors that cause gum disease, like:

- Not brushing
- Not flossing
- Not visiting the dentist regularly
- Smoking
- Uncontrolled diabetes

**All of these can cause gum disease to the bone and gums around your implant!** To prevent the above from happening, we advise you, and all of our implant patients, to continue visiting the dental office regularly to make sure that the bone surrounding your dental implant is healthy and solid. While we will clean your teeth and monitor your gums like usual, we will perform a special service towards the implant itself.

This special service will include:

- Special cleaning and maintenance to your implant body
- Peri-apical x-ray of the entire implant and surrounding structures
- Utilization of a piezo-ultrasonic tip to access implant threads under the gums

**At home, we recommend that you use a sonic or power toothbrush with soft bristles.** While traditional floss, floss picks, and super floss work well, many of our patients report exceptional results with a WaterPik device.

**An implant maintenance procedure should be done at least once a year.** In some cases, where gum and bone health requires it, we might recommend additional maintenance procedures. Our hygienists have been thoroughly trained as implant maintenance special providers and will be able to monitor the health of your implant body, make recommendations with home care techniques and products, and treat any pathology or disease early.

*If you do not commit to taking care of your implants on a regular basis, our ability to guarantee the success of our work will be either partially or fully compromised.*

As always, we welcome and encourage your questions.

Dr. Ankur A Gupta  
734.972.8936

drgupta@northridgevillefamilydentistry.com

Dr. Nisha P Gupta  
734.417.2781

drnisha@northridgevillefamilydentistry.com

# RECIPE IDEAS

## Almond Butter Chocolate Smoothie

1/2 cup oats (quick or old-fashioned)  
1 banana (the riper, the better)  
1 1/2 cup almond or any non-dairy milk  
1 cup spinach (I promise you won't taste it and your smoothie won't be green)  
3 Tbsp almond butter  
2 Tbsp cocoa powder  
1 Tbsp maple syrup (optional)  
1/4 tsp vanilla extract

Combine all ingredients in a high-speed blender and enjoy!

## Vegetarian Minestrone Soup

1 cup sliced carrots	1 can (15oz) kidney beans
1 cup diced celery	6 cups vegetable broth
2 cups zucchini	1 tsp Italian seasoning
3 cloves garlic	2 cups baby spinach
1 large onion diced	
3 Tbsp olive oil (omit if you have heart problems)	
Salt and pepper to taste	
3 Tbsp tomato paste	
1 can (28oz) diced tomatoes (undrained)	
2 cups uncooked penne pasta (whole wheat or lentil pasta for a healthier option)	

1. In a large pot over medium-high heat saute carrots, celery, onion, zucchini, and garlic in olive oil until just barely tender. Reduce heat to medium and stir in tomato paste, tomatoes, and beans.

2. Gradually add vegetable broth and Italian seasoning. Bring to a low simmer stirring occasionally.

3. Stir in penne pasta and spinach and let the soup simmer until pasta is cooked and the veggies are tender, about 7 minutes. Season minestrone with salt and pepper and serve warm.

*Note: This nutritious soup is a great way to get all of your vegetables! If you have had a more intense surgery and need a less chunky soup, throw it all into a blender and puree until you get the consistency you want.*

# THE EXTRAORDINARY NEW PATIENT EXPERIENCE

## CASE PRESENTATION HANDBOOK

### **What makes your office different?**

If you answered "friendly, caring, great clinical skills, etc," sorry, every dental office believes they too possess those "unique" characteristics. In this handbook, Dr. Gupta shares specific services that any office can employ, which will leave patients completely amazed.



# CASE PRESENTATION HANDBOOK

---

## "WOW" YOUR PATIENT WHEN THEY FIRST WALK IN

Stand up, look at them in the eye, and shake their hand. Refer to them by name.

### **Offer a compliment:**

- I like your shoes, coat, shirt, glasses, purse, etc.
- Thanks for getting here right on time
- Thanks for choosing our office.
- You have a wonderful smile!

Do not hand them paperwork to fill out; instead, walk to the reception room, and go over the paperwork while sitting next to them.

Offer coffee, water, fresh fruit.

## UTILIZE THE LAW OF RECIPROCITY

Reciprocity in social psychology refers to responding to a positive action with another positive action, rewarding kind actions.

### **Give your patient something before you seat them in the operatory:**

- The bag of dental goodies that you usually give patients at the end of their prophylaxis appointment
- A branded coffee mug, toothbrush, chip clip, or gift card
- A “welcome to the practice” packet, with a branded pen/gift card

### ***The Law of Reciprocity:***

Upon receiving an unexpected treat, your patient will subconsciously desire to do something nice for you in return.



## DEVELOP TRUST THROUGH SINCERE RAPPORT

### Ask any of the following questions:

- How did you hear about our office?
- Do you live near here?
- Do you work near here?
- Have you lived in this town for a long time?
  - (If not) Where did you move from?

Then, and here is where a lot of practice and rehearsal comes in, you must then be able to follow up such questions with sincere and thoughtful rapport. You must take the time to ask more questions about the patient. Let them talk about themselves. Resist the temptation to tell the patient your story.

This must be rehearsed. This is no less important than the clinical interview, and mastery cannot be achieved until you can sincerely develop trust and rapport without awkwardness. This does not need to be rehearsed only in a team meeting setting. It can be done at parties, family events, and at seminars and courses.

### Memorize and Utilize Dale Carnegie's rules:

- Become genuinely interested in other people.
- Smile.
- Remember that a person's name is, to that person, the sweetest and most important sound in any language. Use it often!
- Be a good listener. Encourage others to talk about themselves.
- Talk in terms of the other person's interest.
- Make the other person feel important – and do it sincerely.

### RECOMMENDED READING:

#### ***How to Win Friends and Influence People***

Dale Carnegie

#### ***People Buy You***

Jeb Blount

#### ***It is not all about me: The Top Ten Techniques for Building Quick Rapport with Anyone***

Robin K. Dreeke



## **PROVIDE VISUAL BASIS FOR PATIENT INTERVIEW**

Tell your patient that you would like to take a few pictures so that they can participate in the examination process.

### **Equipment needed:**

- a camera
- a macro lens (preferably, but not required)
- retractors
- large photo mirror

### **What photos should you take?**

- Retracted lips
- Natural Smile
- Upper Occlusal
- Lower Occlusal

(note: some offices choose to take several more than this. If you are new to camera utilization in your office, start with these 4 simple photos, as training and implementation is minimal)

### **Present photos to patient**

- Digital radiography software, or add-ons with Dentrix/Eaglesoft (if CPU monitors are easily accessible, and viewable by patient)
- Printing on high-quality photo paper (takes less than 2 minutes)





**Notice the new crown on 19 that was done only a year ago.**

I did that crown after performing endo on 19.

Had I taken photos back then, it would have become obvious to both the patient and myself that 18 could have definitely benefited from a crown as well.



**This patient was obviously concerned about the “chipped tooth” #4.**

Prior to camera utilization, I would have been tempted to restore only tooth #4.

This visual aid inspired an unexpected response from my patient, as she became very concerned about #5 as well, suspecting that it too would chip in the future.

We ended up restoring both thanks to the use of photography.

## ALLOW YOUR PATIENT TO TELL THEIR STORY

**With photos in front of both of you, begin with open-ended questions:**

- So, what made you decide to make a dental appointment?
- On a scale of 1-10, how would you rate your teeth?
  - How could we make that a 10?
- How do you feel about your teeth?
- What are your long term goals with your teeth and mouth?
- Tell me a little about your dental history, and what you would like us to do for you.
- Describe the ideal situation with your mouth and teeth? What would they look like?
- In terms of ideal teeth and mouth, what could we do for you?

**From their answer, determine what type of patient you have:**



*(a) The type who wants to tell their story, and expand on their long-term wants and needs.*



*(b) The type who really just wants a cleaning.*

If you have determined that your patient is a “type (a)” patient, good for you. Substantial potential awaits as you progress further into the new patient interview.

If you notice that **most** of your patients are “type (b)” patients, **you are doing something wrong**. Change your technique by first changing your initial open-ended question. Role play with team members, and ask your team members to respond with challenging responses, like “I am just here for a cleaning,” or, “I think my teeth are fine.”

Over time, you will find the certain questions that simply require more thought. Stick to those!

Nevertheless, you will encounter some true “type (b)” patients. If so, respect their wishes, perform a thorough comprehensive examination, and recommend treatment accordingly.



## FOLLOW-UP QUESTIONS FOR "TYPE (A)" PATIENTS

- How long has this been on your mind?
- How has this problem affected you in the past?
- Can you be more specific? Tell me more.
- How would you feel if we could make this ideal? • How do you think we could help? •  
What would you like for me to tell the dentist?
- What, in your opinion, is your top priority?

**Then, as you progress through the interview, ask the following:**

- How would you like to get started?
- What would you like to start with?
- What would you like to do first?

**Resist the following urges:**

- Suggesting specific treatment (ortho, restorative, surgical, etc.)
- Suspecting specific diagnoses (perio, caries, edentulism, etc.)
- Explaining dental concepts and procedures
- Discussing dental insurance policies

**The bottom line: Don't talk about anything! Just listen.**

**In the beginning of your training, it may be difficult for you to inspire productive dialogue.**

To help in this process, have your patient fill out the form on the next page, as part of their new patient paperwork.

Then, if they marked "yes" to any of the questions, you can say, "I see you marked 'yes' to \*\*\*, why did you choose to do that?"

*Although this questionnaire may serve its purpose in the beginning of your training, we suggest that you do not depend on it, or use it as a substitute for sound open-ended questions. As time progresses, you will find yourself needing it less and less.*

## DENTAL QUESTIONNAIRE

	YES	NO
Are you currently experiencing any dental pain?	<input type="checkbox"/>	<input type="checkbox"/>
Are you currently interested in improving the look of your smile?	<input type="checkbox"/>	<input type="checkbox"/>
If so, how? <input type="checkbox"/> Whiter Smile		
<input type="checkbox"/> A more aligned or "straight" smile		
<input type="checkbox"/> Replacing old caps/fillings		
Do you frequently clench or grind your teeth?	<input type="checkbox"/>	<input type="checkbox"/>
Are you nervous about dental treatment?	<input type="checkbox"/>	<input type="checkbox"/>
Would you be interested in being sedated for invasive procedures?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have missing teeth (other than wisdom teeth)?	<input type="checkbox"/>	<input type="checkbox"/>
If so, are you interested in replacement options?	<input type="checkbox"/>	<input type="checkbox"/>
Do your gums frequently bleed?	<input type="checkbox"/>	<input type="checkbox"/>
On a scale of 1-10, how would you rate your teeth? _____		
 *Lastly, our office does not currently offer Botox® or dermal filler. If, in the future, we begin offering this service, would you like to be contacted?	 <input type="checkbox"/>	 <input type="checkbox"/>



## UTILIZE VISUAL AIDS

**In the next few months, begin your collection of visual aids. These include:**

- Before and After photos of your own patients (most effective)
- Brochures from dental manufacturers and laboratories:
  - Glidewell Dental Lab
  - Nobel Biocare
  - Ivoclar Vivadent
  - Phillips Zoom®
  - American Dental Association
- Models of the following (if you provide, or plan on providing, these services):
  - Single tooth implant vs. Bridge (Straumann)
  - Implant retained denture (3M MDI)
  - Captek crown (Glidewell Dental Lab)
  - Invisalign retainers (Invisalign)
  - Old diagnostic wax-ups from anterior esthetic cases
  - Bite Splints (Glidewell)
  - Athletic Mouthguards (Glidewell)

**Do not** spend a lot of time explaining the technical aspects of these visual aids. Simply tell a story.

### FOR EXAMPLE:

*We had a patient here recently whose situation was similar to yours, and were able to help him quite a bit. Here is a photo of him before treatment, and here is a photo after. How would you like it if we could do the same thing for you?*



Courtesy of Glidewell Dental Laboratory



Courtesy of Zest Anchors®



## CLASSIFY THE SITUATION, AND DECIDE HOW TO PROCEED

### At this point, you must classify your patient:

- (a) This patient has several wants and needs. Radiographs and periodontal probing might slow the momentum and excitement that this patient has towards solving his/her problems.

*It is now time to bring in the dentist. At this point, you have not taken any radiographs or periodontal charting.*

- (b) This patient may have several issues, but they are not emotion-based (periodontal disease, several broken down posterior amalgams, partial edentulism, etc.).

*Go ahead and perform periodontal charting and take appropriate radiographs before bringing the dentist in.*

- (c) This patient simply has few issues, concerns, desires, and generally healthy teeth.

*Go ahead and perform periodontal charting and take radiographs before getting the dentist.*

## SUMMARIZE THE PATIENT'S SITUATION, TWICE

For every new patient interview, have an interview form ready to fill out. On it, include a cheat sheet that has all of your favorite open-ended questions. Throughout the interview process, take notes.

At the conclusion of the interview, repeat everything to your patient, and ask them if you missed anything. Let them know that you will explain their situation to the dentist.

When the dentist enters, he/she must look at the patient in the eye, introduce him/ herself, smile, and **ask the hygienist/assistant what they learned.**

Repeat everything to the dentist, while in front of the patient. Ask the patient if you missed anything.

The dentist must resist the urge to talk, explain, educate. The dentist must simply look inside the mouth, and confirm that he/she will be able to provide the solutions that the patient wants.

## INITIATING DIALOGUE ABOUT BUDGET

**It is now time for the treatment plan coordinator to perform the following steps:**

- Fill out a “fee presentation form” (sample on next page)
- Either invite patient into consultation area, or go into operator
  - Summarize the recommended dental treatment
  - Do you understand everything that was recommended today?
  - We recommended ( \*\*\* ). Do you understand why we recommended this?
- While giving the patient the paper “fee presentation form”, say, “your out of pocket responsibility for this is \*\*\* ”
- Pause – you must not break the silence. Let the patient break the silence. You look at the patient in the eye and wait for them to speak
- Be ready (through hours of rehearsal) for objections
  - Wow, I wasn’t expecting it to cost so much.
  - I need to talk to my husband/wife first
  - I just don’t have that kind of money right now.
  - I need to think about it



***Please email me at [dr Gupta@northridgevillefamilydentistry.com](mailto:dr Gupta@northridgevillefamilydentistry.com) if you are not sure how to handle such objections.***

**Here are a few helpful responses:**

- What additional information do you need to help you make a decision?
- What do you think your wife will say?
- What monthly payments would fit into your budget?

**And, when all else fails,**

- Do you mind if I call you in a few days to see where you are in the decision making process?

## COLLECT A DOWN PAYMENT TO RESERVE APPOINTMENT TIME

The rest is a matter of your office policy. BeBetter Seminars would be happy to help solidify your policy with regards to down payments, financing, discounts, and scheduling. Please email Dr. Gupta at [dr Gupta@northridgevillefamilydentistry.com](mailto:dr Gupta@northridgevillefamilydentistry.com).

## TREATMENT PLAN PRESENTATION OF FEES

Date: \_\_\_\_\_

Treatment Proposed for: \_\_\_\_\_

Periodontal Therapy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dental Therapy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Services: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Investment (*after insurance*): \_\_\_\_\_

Reservation Deposit: \_\_\_\_\_

I acknowledge that all treatment options have been fully explained to me and that it is my responsibility to complete treatment and follow recommended maintenance schedules.

***Fees proposed are valid for 60 days.***

For our patients with dental insurance: your insurance coverage is a contract between you and your insurance company. We will do our best to maximize your benefits, but keep in mind that you are responsible for the balance.

We require 48 hours notice to reschedule prior to appointment time. Failure to comply will result in a forfeit of your deposit which will not exceed \$50 for 30 minutes of time that you have reserved with us.

\_\_\_\_\_  
*Patient Signature*

\_\_\_\_\_  
*Date*

## REHEARSAL

**None of this will happen if you simply read this handbook. You must rehearse regularly.**

Every team meeting must have adequate time devoted to role-play situations. Record these situations, and play them back at future meetings. The team members who struggle with this should not get a free pass. Rather, they should work harder. Everyone can practice at home, with their family and friends.

All you are doing is following these rules:

- Asking open-ended questions
- Asking follow-up open-ended questions
- Shutting your mouth and listening

*Upon mastery of this, you will become more likeable, more approachable, and your communication effectiveness will be more productive than ever.*



## HYGIENIST'S RECALL PATIENTS

If your hygienist has developed mastery in case presentation, please do not stifle him/her by only allowing it to be executed during new patient examinations. Recall patients can easily be given the new patient experience by doing the following:

Say, "Before we get started, do you mind if I take a few pictures, and ask you a few questions about your long term goals with your teeth and mouth?"